

ABSTRACT OF THE DISCLOSURE

The present invention discloses a data driving apparatus and method for a liquid crystal display device having a first multiplexer part performing a time-division on inputted digital pixel data, a digital-analog converter part converting the time-divided digital pixel data from the first multiplexer part to analog pixel signals, a demultiplexer part supplying the analog pixel signals from the digital-analog converter part to a plurality of output channels, and an output part sampling and holding first received analog pixel signals from the demultiplexer part and holding second received analog pixel signals and simultaneously outputting both the first and second received pixel signals to corresponding data lines.